

# Comercio Electrónico Orientado a Emprendemento

Aspectos clave da xestión dunha tenda online (2)

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# Exercicio: Configurar unha tenda en Shopify

# 1- Deseño (Tema)

**Personaliza tu tienda online para que refleje la imagen de tu marca**

Selecciona un tema y hazlo sobre salir con un logo, diapositivas de productos, y demás funciones.

Personalizar tema

**Paso 1:** Clicar en "Personalizar tema"

# Themes

[View your store](#)

## Current theme

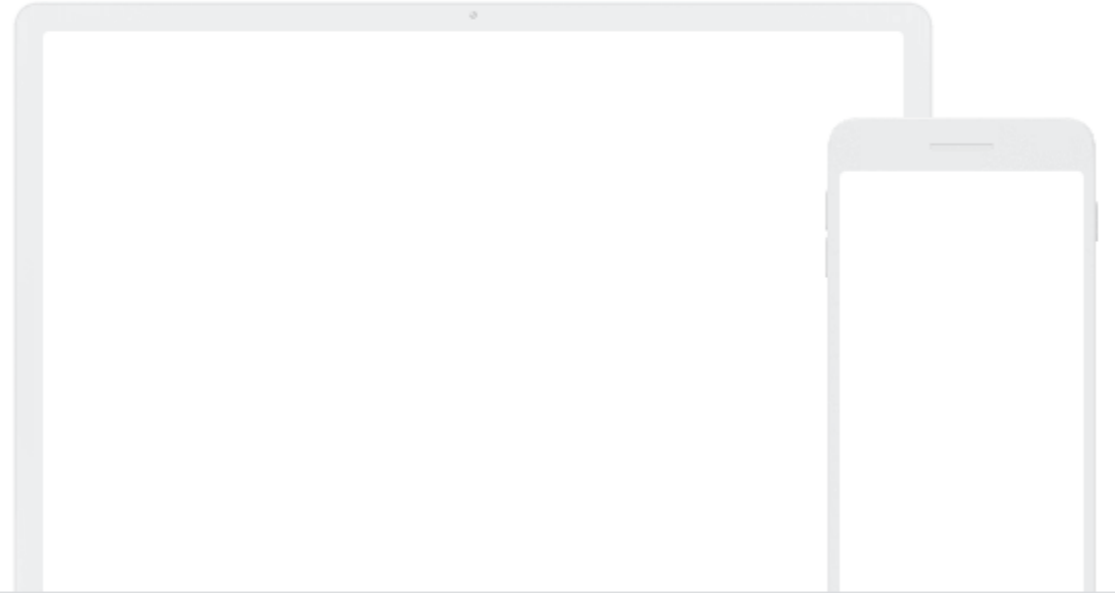
Your customers see this theme when they visit your online store.

### Debut

Added 30 minutes ago CEST

Actions ▾

Customize



## More themes

Manage your store's themes. Add and publish themes to change your online store's appearance.

[Upload theme](#)



### Free themes

Explore Shopify's free themes, all designed to offer the best home page customization.

[Explore free themes](#)



### Shopify Theme Store

Browse free and selected paid themes using search and filter tools.

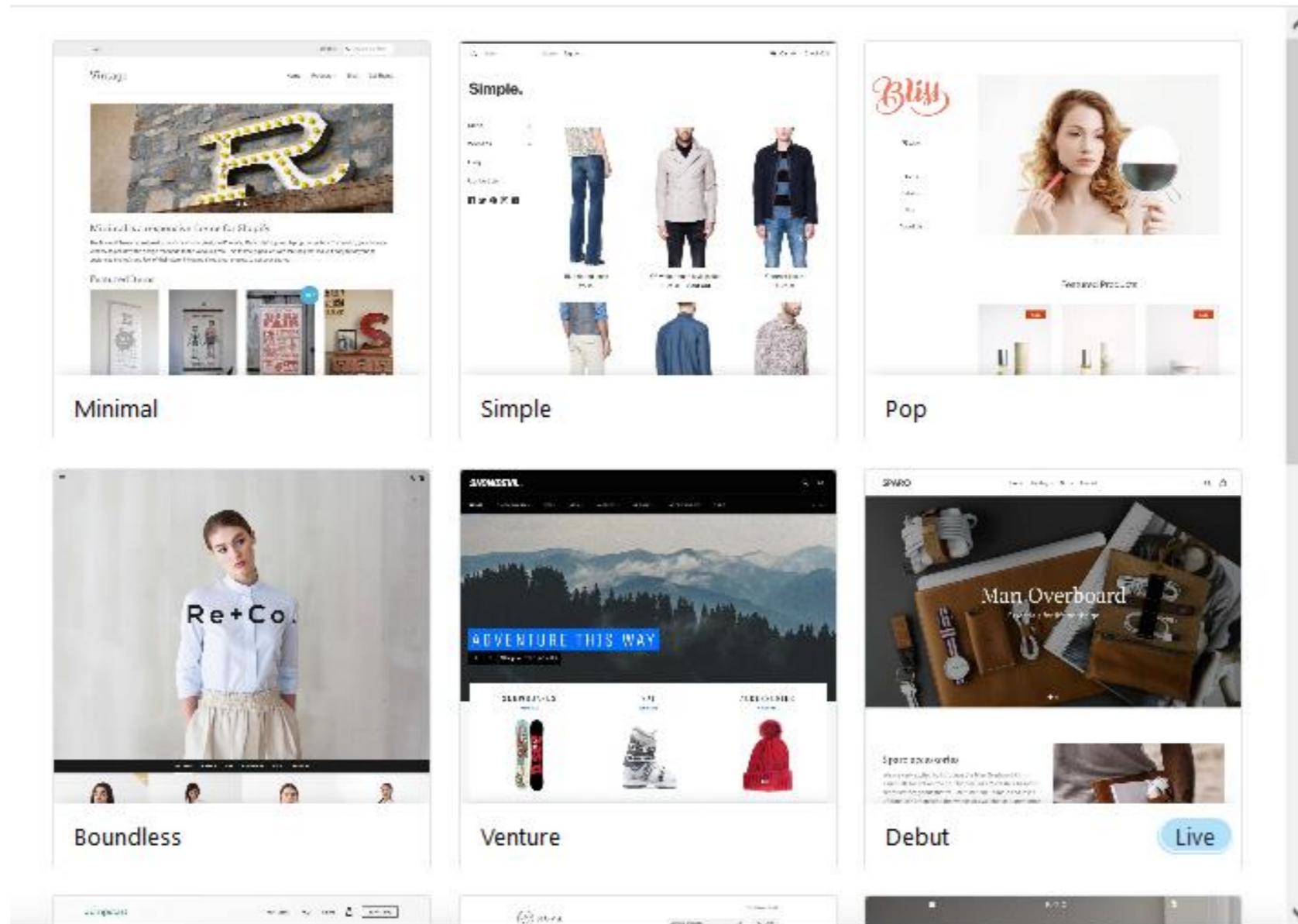
[Visit Theme Store](#)



Learn more about [creating or customizing themes](#).

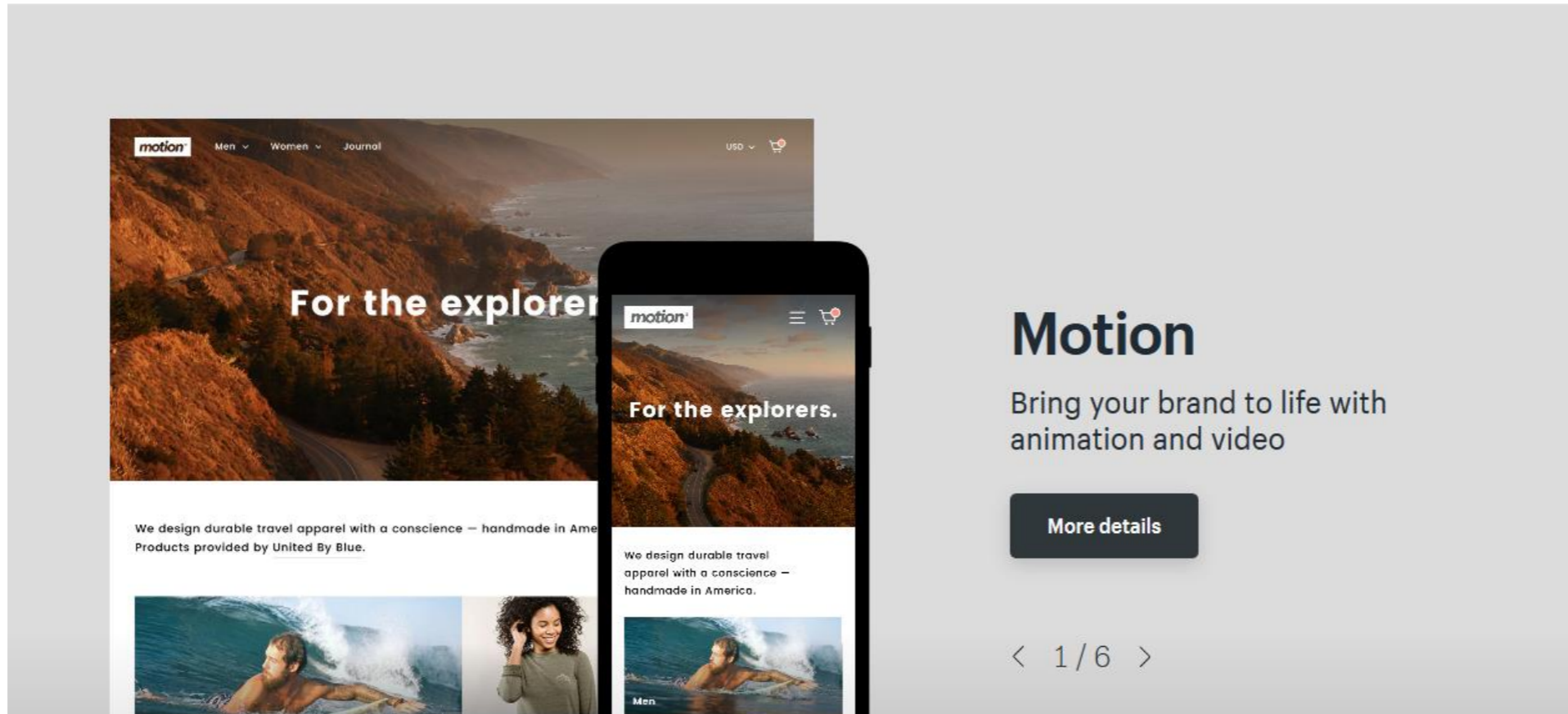
**Paso 2:** Tema actual

## Explore free themes



Close

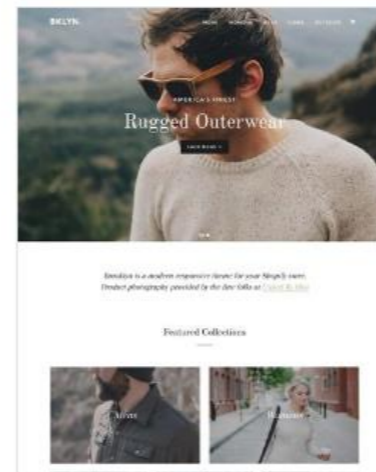
Paso 3: Explorar temas gratuitos



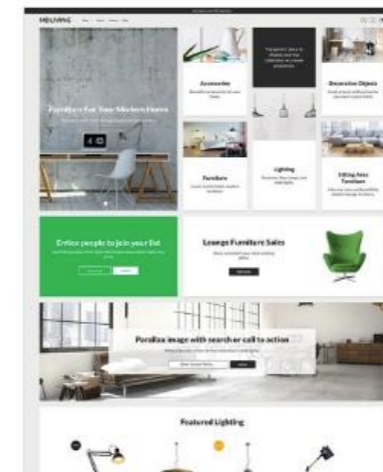
## Find the perfect theme for your online store

Explore our range of free and paid themes to find the right look and feel for your store. Find inspiration, discover styles, and start building your brand.

[Explore themes](#)

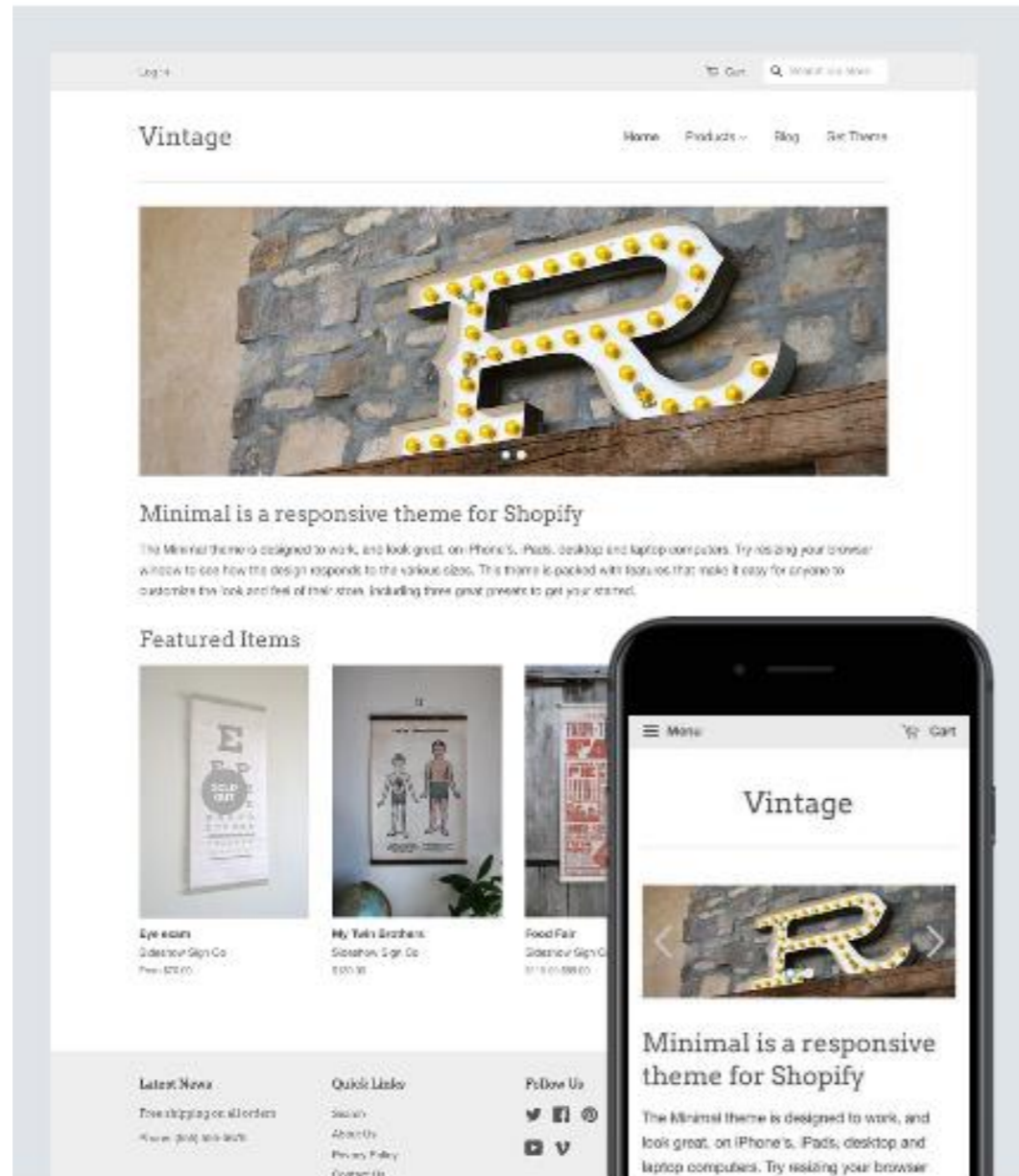


**Brooklyn** • Free  
2 styles



**Loft** • \$160  
3 styles

**Paso 4:** Explorar tienda de themes



Minimal is a simple, clean theme that keeps the focus on your products.

### Features

- ✓ Slideshow
- ✓ Product image zoom
- ✓ Related products
- ✓ Home page video

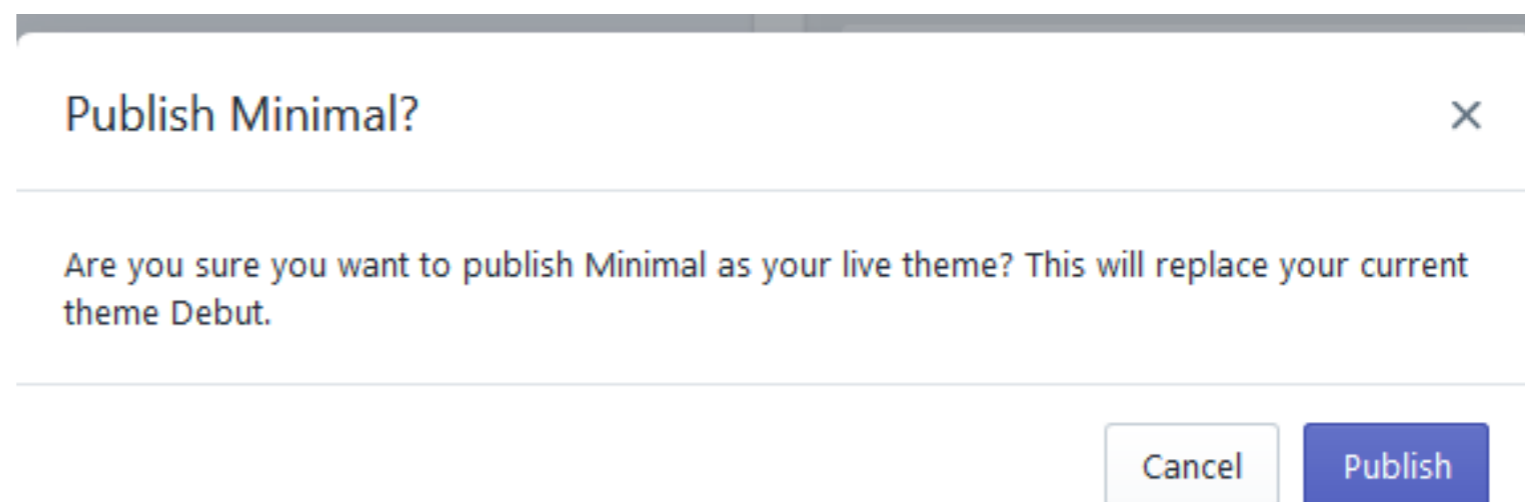
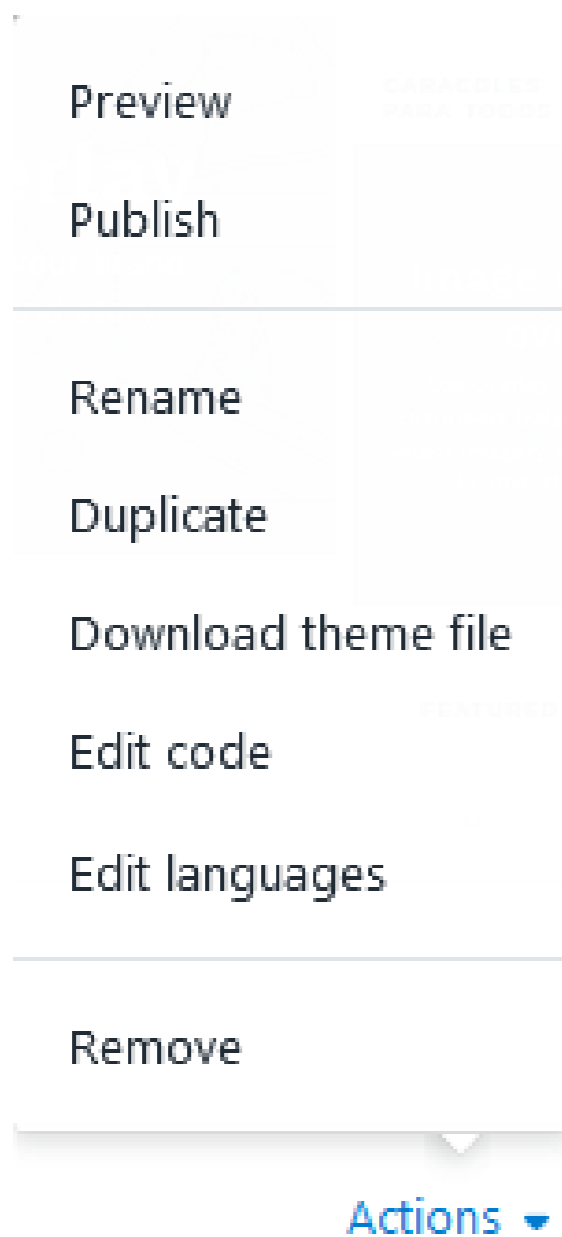
### 3 styles included

- Vintage
- Music
- Fashion

Back

Add Minimal

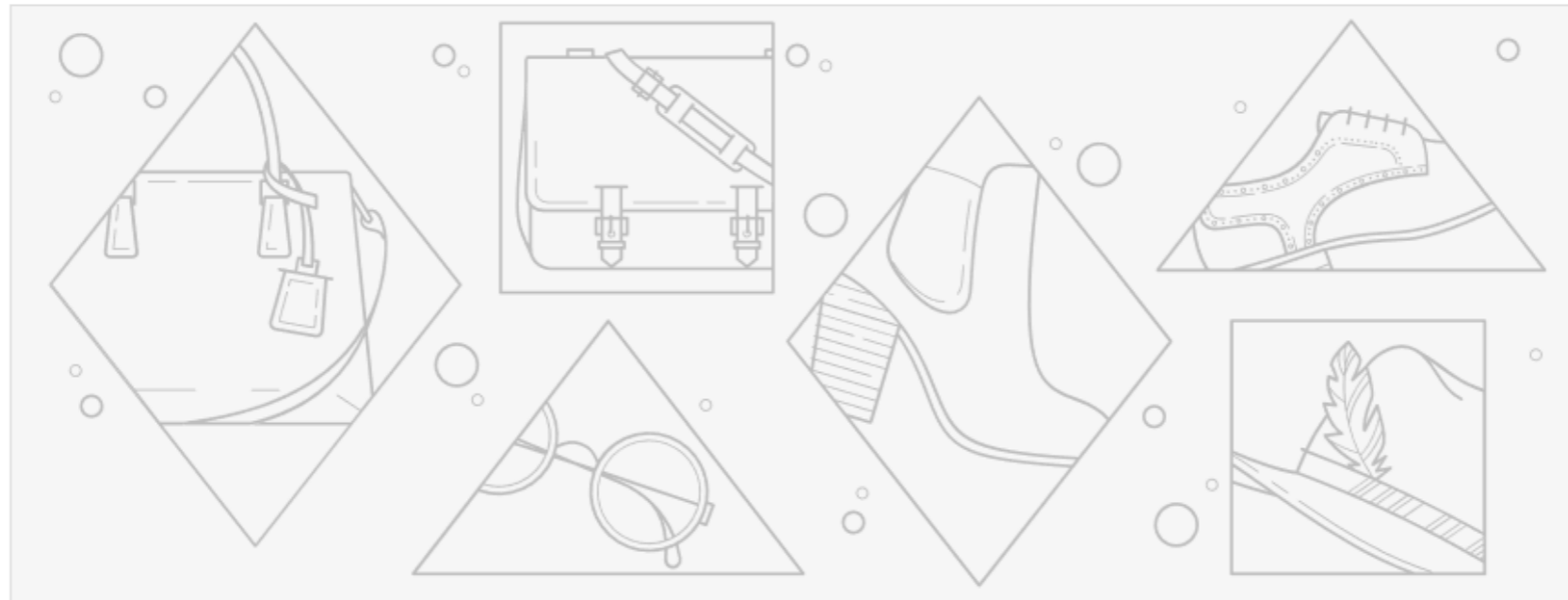
Paso 5: Elexir tema



**Paso 6:** Activar tema

# Caracoles para todos

[Inicio](#) [Catálogo](#)



## Talk about your brand

Use this text to share information about your brand with your customers. Describe a product, share announcements, or welcome customers to your store.

## Featured collection



← Themes

Minimal ● Live

More actions ▾

Sections General settings

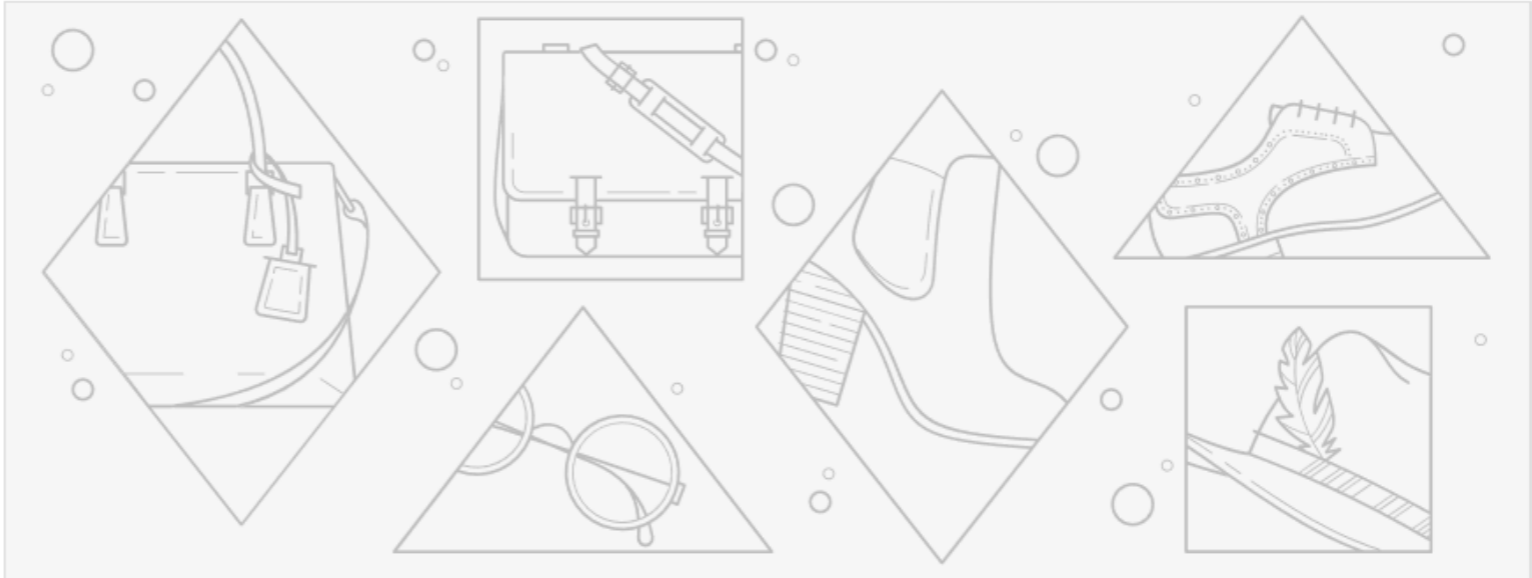
- Header
- Slideshow 👁 ⋮
- Rich text 👁 ⋮
- Featured collection 👁 ⋮
- Add section
- Footer

🔄 🏠 Save

Q buscar en nuestra tienda 🛒 Carrito

# Caracoles para todos

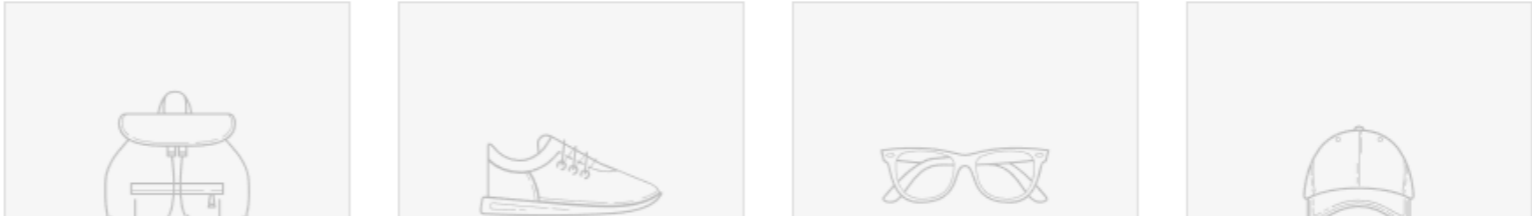
Inicio Catálogo



## Talk about your brand

Use this text to share information about your brand with your customers. Describe a product, share announcements, or welcome customers to your store.

## Featured collection



**Paso 8:** Personalizar tema

## 2- Xestión do catálogo

## Products

[↑ Import](#)

### Add your products

Get closer to your first sale by adding products, or import your existing product inventory.

[Add product](#)

[Find products](#)



[?](#) [Learn more about products.](#)

**Paso 1:** Acceder a "Productos".

## Add product

Title

Short Sleeve T-Shirt

Description

A B I U

🔗 📄 🖼️ 🎥 🚫

Sales channels

[Manage](#)

Available on 2 of 2

Point of Sale

Online Store



Organization

Product type

Unsaved product

Cancel

Save

Images

[Upload image](#)



Drop files to upload

Brand

Nike

Collections

🔍 Search for collections

Add this product to a collection so it's easy to find in your store.

Tags

[View all tags](#)

Vintage, cotton, summer

Pricing

Price

€ 0.00

Compare at price

€

Charge taxes on this product

**Paso 2:** Configurar productos.

Title

Tapa de caracoles

Description


A B I U [List icons] [Align icons] [Code icon]

[Link icon] [Table icon] [Image icon] [Video icon] [Audio icon]

Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais.

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Images [Upload image](#)




**Paso 3:** Configurar textos e imaxes.

**Sales channels** [Manage](#)  
Available on 2 of 2

---

Point of Sale


---

Online Store 


---

**Organization**

Product type


Shirts 

Vendor

Nike 

---

**Collections**

 Search for collections

Add this product to a collection so it's easy to find in your store.

---

**Tags** [View all tags](#)

Vintage, cotton, summer

**Paso 4:** Configurar lugares de venta, organización e tags.

### Pricing

Price

€ 10.00

Compare at price

€

Charge taxes on this product

### Inventory

SKU (Stock Keeping Unit)

Barcode (ISBN, UPC, GTIN, etc.)

Inventory policy

Don't track inventory



### Shipping

This product requires shipping

#### WEIGHT

Used to calculate shipping rates at checkout.

Weight

0.0

kg



#### INTERNATIONAL CUSTOMS

HS tariff code ([look up code](#))

**Paso 5:** Configurar precio, inventario e envío.

---

## Variants

[Add variant](#)

Add variants if this product comes in multiple versions, like different sizes or colors.

---

## Search engine listing preview

[Edit website SEO](#)

### Tapa de caracoles

<https://caracoles-para-todos.myshopify.com/products/tapa-de-caracoles>

Unha fermosa tapa de caracois para probar e demais. Unha fermosa tapa de caracois para probar e demais.

Unha fermosa tapa de caracois para probar e demais. Unha...

---

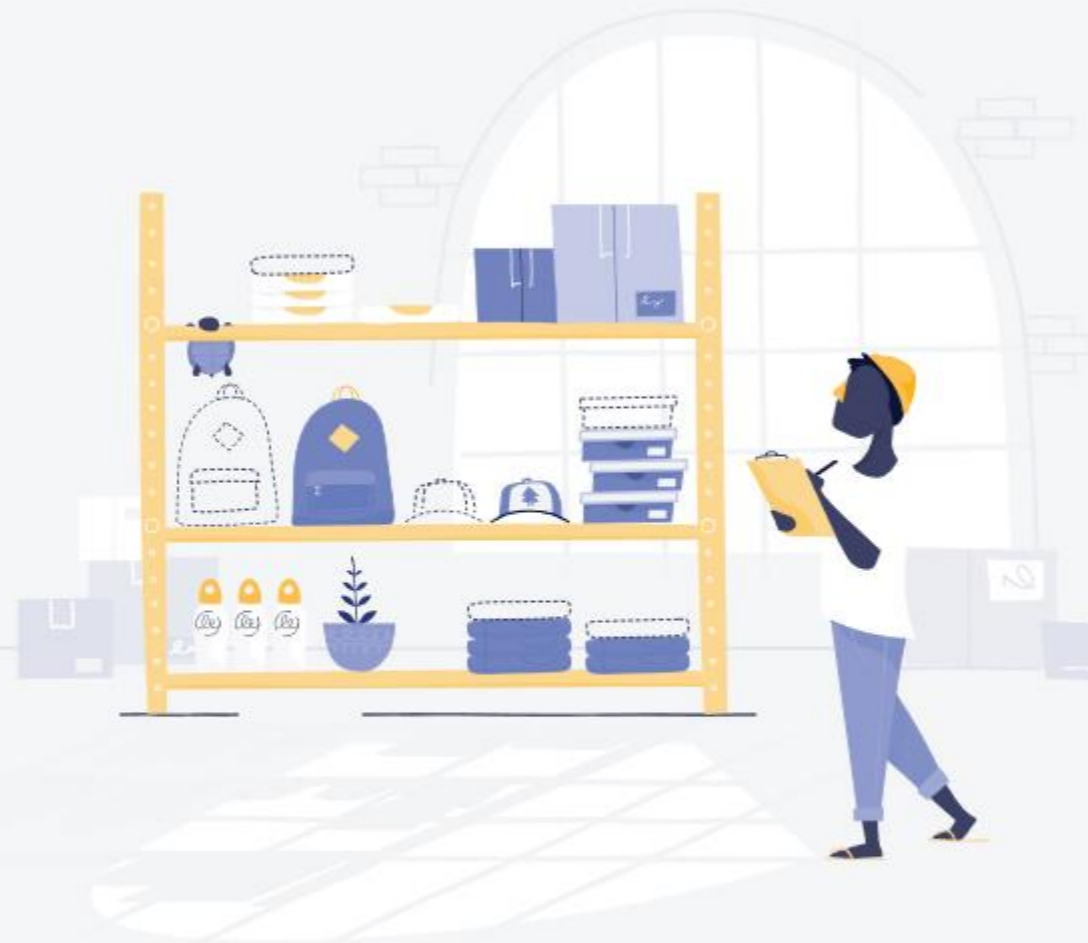
**Paso 6:** Configurar variantes e SEO.

## Transfers

### Manage your inventory transfers

Track and receive your incoming inventory from suppliers.

Add transfer



Learn more about [transfers](#).

**Paso 7:** Control de proveedores (1).

< Transfers

## Add transfer

### Products

[Browse products](#)

### Supplier

### Shipment

Expected arrival

[+ Add tracking number](#)

### Additional details

Reference number

Tags

[View all tags](#)[Cancel](#)[Save transfer](#)

**Paso 8:** Control de proveedores (2).

< Products




# Inventory

View products

All

Filter variants ▾

🔍 Search variants

<input type="checkbox"/>	Product variant	SKU	When sold out	Incoming	Quantity ▲	Update quantity
<input type="checkbox"/>	 Tapa de caracoles mediana	—	Stop selling	0	0	<input type="button" value="Add"/> <input type="button" value="Set"/> 0 <input type="button" value="Save"/>
<input type="checkbox"/>	 Tapa de caracoles grande	—	Stop selling	0	0	<input type="button" value="Add"/> <input type="button" value="Set"/> 0 <input type="button" value="Save"/>
<input type="checkbox"/>	 Tapa de caracoles pequeña	—	Stop selling	0	1	<input type="button" value="Add"/> <input type="button" value="Set"/> 0 <input type="button" value="Save"/>

**Paso 9:** Configurar inventario.

@danicerqueiro

danicerqueiro@gmail.com

www.danicerqueiro.eu

< Products

## Collections

Create collection

All

Filter collections ▾

🔍 Search collections



Title

Product conditions



Inicio

—

**Paso 10:** Colecciones.

# Create collection

Unsaved collection

Cancel

Save

### Title

e.g. Summer collection, Under \$100, Staff picks

### Description


Rich text editor toolbar with icons for bold, italic, underline, list, link, unlink, and other text formatting options.

### Sales channels

[Manage](#)

Available on 2 of 2

Point of Sale

Online Store 

### Collection image



Upload image

### Conditions

- Manually select products (you will be able to select products on the next page)
- Automatically select products based on conditions

Products must match:  all conditions  any condition

Product title is equal to

Add another condition

### Search engine listing preview

[Edit website SEO](#)


Add a title and description to see how this collection might appear in a search engine listing.

Cancel

Save collection

**Paso 11:** Crear colección.

## Gift cards

 Your plan doesn't support gift cards.  
To start selling gift cards, upgrade to the Shopify or Advanced Shopify plan.

Search

DC Daniel Cerqueiro García  
Caracoles para todos

# Sell gift cards to your customers

Gift cards are a great option for people who want to buy a gift but aren't sure what to get.

Sell gift cards

Available on Shopify and Advanced Shopify plans.



### A gift for everyone

Customers can buy gift cards in any amount you set from your online store.



### Issue unique codes

Create gift cards with custom amounts and send them to specific customers.



### Instant delivery

Customer will get an email that explains how to redeem their gift cards.

**Paso 12:** Tarjetas regalo.

# Graciñas

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